

**Conducting Daily IVR Report in Banglalink to Measure
Customer's Engagement towards this Operator.**





Internship Report on
Conducting the Daily IVR Report in Banglalink to
Measure Customer's Engagement towards This
Operator.

Submitted to:

Mr. Shamim Ahmed
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Submitted by:

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Date: 17th December, 2018

Letter of Transmittal

Mr. Shamim Ahmed
Lecturer
BRAC Business School
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Subject: Submission of Internship Report

Dear Sir,

It is my pleasure to submit the internship report on **‘Conducting IVR report in Banglalink to measure customer’s engagement towards this operator’** as a part of the requirement of my internship. Moreover, I would like to thank you for your support and guidance that you provided for this report completion. I have tried my level best to collect relevant information to make my report as analytical and reliable as possible.

This report has both educative and practical perspective, and has given me the opportunity to explore and investigate the work activities of management information system with the Customer Care Strategic Team of Banglalink Digital Communication. I have put my best effort to contribute towards the successful completion of this report. This report is not free of slip-ups because of a few impediments.

I, therefore, would be very grateful if you accept it with thoughtful consideration and guide me with your thoughts and views regarding the report.

Yours Sincerely,
Noahita Nowrin
ID: 15204099
BRAC Business School
BRAC University

Letter of Endorsement

This internship report titled “**Conducting Daily IVR Report in Banglalink to Measure Customer’s Engagement towards this Operator**” has been submitted to Mr. Shamim Ahmed, Lecturer, BRAC Business School, as a requirement for completing the BBA programme. This document certifies that, Noshita Nowrin, ID number 15204099 of BRAC Business School has submitted her final internship report and I have accepted it as her final submission of the internship report. I wish her prosperity and success in all the endeavors that she takes in the future.

Mr. Shamim Ahmed

Lecturer

BRAC Business School

BRAC University

Acknowledgement

Firstly, with due respect, I would like to express my gratitude to my honorable faculty, **Mr. Shamim Ahmed**, Lecturer, BRAC Business School, BRAC University for his constant support, guidance, encouragement and suggestions during the preparation of my internship report.

Secondly, I would like to convey my sincere gratitude to Md Ahasan Ul Arif Choudhury, Head of Vendor Performance Management, Banglalink Digital Communication Limited for his guidance, support and supervision. Without his help, it would not be possible to end up this report with meaningful internship experience. Moreover, upon his guidance I have got the opportunity to worked in multiple teams where I have gathered hands on experience on the procedures customer service management and vendor performance. For all of these, I am immensely grateful to them.

Finally, I am thankful to BRAC Business School and Office of Career Serviced and Alumni Relations (OCSAR) for giving me the chance to develop my skills by this practical experience.

Executive Summary

Banglalink Digital Communication Limited, one of the popular and third largest cellular service provider in Bangladesh which has its own IVR system that plays an important role to measure various aspects of customer's journey and experience towards this operator. Apart from call rates and recharges, Banglalink uses their daily IVR report to identify if their customers are engaging sufficiently with their network. In this report, I have tried to show how Banglalink's IVR system is operated by the strategic team of Customer Care Department. Moreover, I have tried to give an elaborated idea of making and analyzing IVR report. In addition to that, I have mentioned some observations based on the tasks that I was assigned to do. Based on the observations I have stated some constraints and possible course of improvement depending on my practical experience for the past three months. The report has delivered the information about how effectively IVR performs to measure customers need by the Strategic Team of Customer Care Department. This department efficiently handles all the issues related IVR system with the assistance of IT team. The work process of each and every part is explained in details. Based on the observations, at the end of the report, I have incorporated some recommendations in response to the trend of customer's engagement rate of Banglalink.

Table of Contents

1.0 Organizational Overview	1
1.1 Company Profile	1
1.2 Vision, Mission, Objectives	3
1.3 Organizational values:.....	4
1.4 Corporate Division/ Department	5
1.5 Management team:	6
1.5 Product line and Services	6
1.6 Operation Details	9
1.7 Philanthropic Activities/ CSR.....	10
2.0 Introduction	13
2.1 Rationale of the study	13
2.2 Statement of the problems.....	13
2.3 Research Question	14
2.4 Scope and delimitation of the study	14
2.5 Objectives of the report.....	14
3.0 Review of related literature	15
3.0 Methodology of the Study	16
3.1 Primary Data:	16
3.2 Secondary Data:	17
4.0 Analysis and Interpretation of Data	18
5.0 Finding of Study	21
6.0 Recommendation.....	23
7.0 Conclusion.....	24
Bibliography	24

Organizational Overview
On
Banglalink Digital Communication Limited



1.0 Organizational Overview

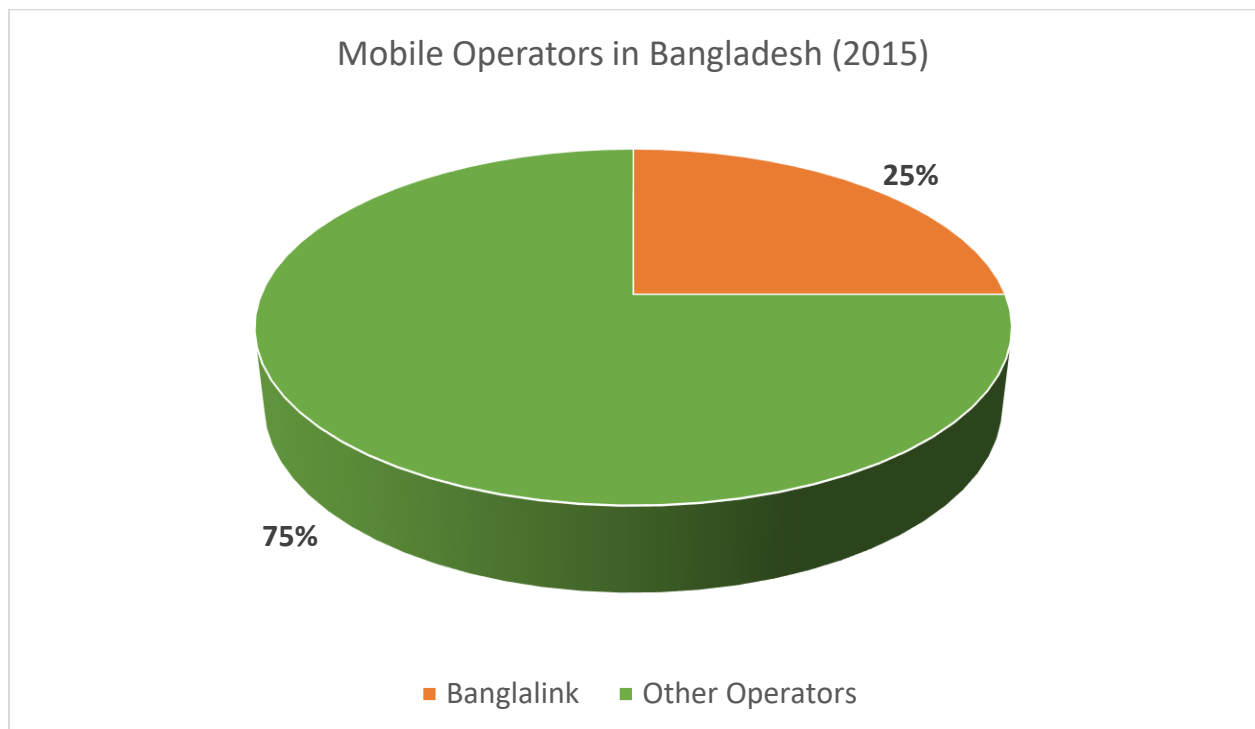
1.1 Company Profile

Banglalink launched in Bangladesh in February, 2005 with 30 million subscribers over a decade. It currently holds the third place in the telecom sector in Bangladesh after Grameenphone and Robi. As of in 2017, before the merger of Robi and Airtel, and the knocking down of Citycell, Banglalink held 23% of the share of connection in mobile operator. Banglalink started its journey in 1989 formerly known as Sheba Telecom (Pvt.) Ltd. It was the catalyst in making mobile telephony an affordable option for consumers in Bangladesh.

Banglalink Digital Communications Limited is a fully owned company of Telecom Ventures Ltd. which is a 100% owned subsidiary of Global Telecom Holding. VEON owns 51.9% shares of global telecom holding following a business combination in April 2011, between VEON ltd. Wind telecom S.p.A. VEON is a NASDAQ and Euronext Amsterdam-listed global provider of connectivity, with the ambition to lead the personal internet revolution for the 235 million+ customers it currently serves, and many others in the years to come. It offers services to customers in 13 markets including Russia, Italy, Algeria, Pakistan, Uzbekistan, Kazakhstan, Ukraine, Bangladesh, Kyrgyzstan, Tajikistan, Armenia, Georgia, and Laos. VEON operates under the “Beeline”, “Kyivstar”, “WIND”, “Jazz”, “Banglalink”, and “Djezzy” brands.

Banglalink has a strong core values such as Customer-obsessed, Entrepreneurial, Innovative, Collaborative & Truthful. Banglalink is now working constantly to bring digital world to each and every customer to create a true digital Bangladesh, letting the traditional mobile operator behind to a tech company. (Banglalink, 2018) Banglalink’s revenues slipped 4.6 percent to Tk4,650crore in 2017. Although Banglalink's gross revenue declined, its earnings from data increased 28.5 percent year-on-year to Tk630crore driven by increased data usage as smart phone penetration rose in average data consumption of per-internet users. Active customer base grew 3.2 percent year-on-year to 3.13crore. The increase was fueled by competitive customer acquisition campaigns. The operator's investment in 2017 slumped 23.6 percent year-on-year to

Tk820crore. But, it started 2018 with substantial investment: it purchased 10.6 Megahertz of spectrum in two different bands and obtained technological neutrality for its entire spectrum for \$308.6 million, excluding VAT. This will allow Banglalink to double its 3G network capacity and expand service quality. In parallel, it acquired a 4G/LTE license and launched the service in the market. (The Daily Star, 2018)



1.2 Vision, Mission, Objectives

Vision:

The vision of Banglalink is ‘To be a pioneer; working at the frontier to unlock new opportunities for customers as they navigate the digital world’.

The company sets their objectives and goals keeping their vision in mind and makes sure their activities represent their vision in the mind of their customers.

Mission:

The initial success of Banglalink was based on a simple mission: “Bringing mobile telephony to the masses” which was the cornerstone of Banglalink’s strategy. Their missions mainly comprise objectives for two sets of stakeholders: customers and shareholders. Banglalink tends to segment its market to figure out its potential customers.

Objective:

The main objective of Banglalink is to serve better network and coverage to its valuable subscribers and enhance their communication level.

The core departmental objectives to achieve Banglalink’s Vision and Mission:

- Provide effective and truthful front line and back office customer care and support to ensure high quality service.
- Researching and resolving customer highlighted issues and problems.
- Retain valuable customers for the company as well as generate revenue and increase company’s profitability.
- Maintain a management culture of high performance and strong accountability.
- Treat customers with courtesy, respect and consideration at all the times.

(Banglalink annual report, 2015).

1.3 Organizational values:

Truthful

- Open, honest and demonstrate integrity and respect in all our dealings – both internally and externally.
- We are trustworthy; we keep our promises and admit our mistakes.
- We are focused on upholding the highest level of ethics at all times.
- We set clear expectations and communicate feedback in a transparent and respectful way.

Collaborative

- Bring people together, united by our passion for our customers.
- Work with each other and we respect the time of others.
- Don't look to blame, we look for solutions to problems and we take ownership.
- Partner with others - both internally and externally- in order to achieve more.
- Doing things together, we do them smarter and faster.
- Act like a team.

Entrepreneurial

- We have an ownership mentality, demonstrating passion and taking responsibility of the business as if it were our own.
- We are agile and dynamic. We like to push boundaries and explore what's possible. We are not held back by a fear of failure and are always looking to develop new things.
- We take smart risks, but only when it's in our customers' best interests.
- We lead by example – we do what we say we are going to do.

Innovative

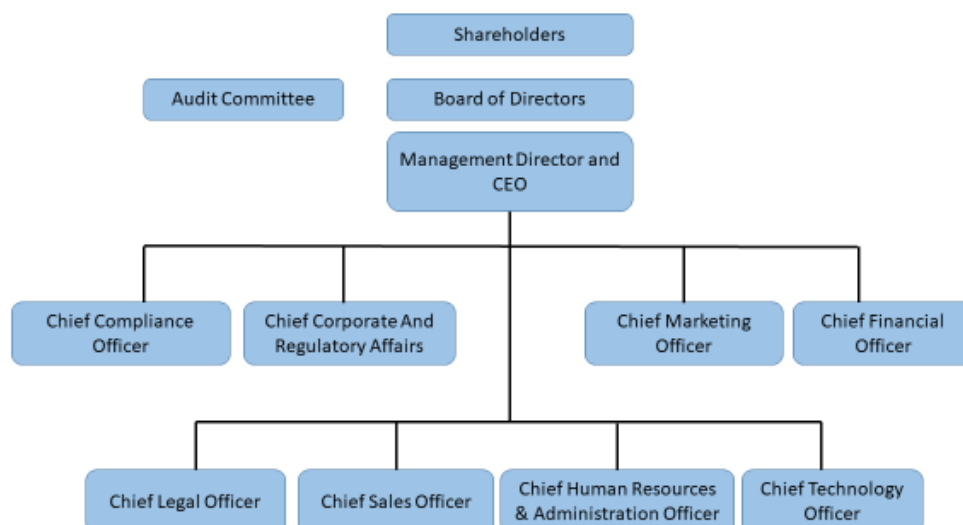
- Always roaming and looking for the next disruptive digital ideas.
- Adventurous and excited about trying new things.
- Quick to bring new digital products and services to market, always driven by a clear customer need.
- Don't follow the status quo; we are passionate about creating our own path.

Customer Obsessed

- We have a passion for our customers – they are at the heart of everything we do.
- We are able to make difficult decisions when we know it's in our customers' best interests.

1.4 Corporate Division/ Department

Organogram



1.5 Management team:

Designation	Name
Chief Executive Officer	Erik Aas
Chief Compliance Officer	M Nurul Alam
Chief Corporate & Regulatory Affairs Officer	Taimur Rahman
Chief Marketing Officer	Mike Michel
Chief Financial Officer	Anton Landman
Chief Human Resources & Administration Officer	Monzula Morshed
Chief Legal Officer	Jahrat Adib Chowdhury
Chief Sales Officer	Ritesh Kumar Singh
Chief Technology Officer	Pierre Boutros Obeid

1.5 Product line and Services

With customer experience being Banglalink's core focus, digitalization is essential to update the way of customers engage, communicate, operate (Internally & Externally) and offer services from traditional way of business to Digital/Online. Banglalink aims to enable its customers to get the best out of the digital future and create a true digital ecosystem through providing products that suits the demands of customers. Along with the innovative products and services, Banglalink has been growing over the years with targeting different market segments, aggressive improvement of network quality and dedicated customer care. Moreover, extensive distribution of Banglalink, reaching across the country and establishing a strong brand that made a emotional connection among the customers of Banglalink. Banglalink provides products for both personal as well as business use through pre-paid, post-paid and pro-paid.

Pre-paid: Banglalink offers only one package for the pre-paid users known as Banglalink Desh Ek Rate Darun. It is the default package for all new packages. Customers enjoy any local voice calls, with a call rate of 20.83 paisa/10 second.

Postpaid: Their post package consists of one offer named Banglalink Inspire. This offer has special new features for post-paid subscribers with remarkably low call rates, a whole lot of FNF numbers and other services and facilities which include:

- Every new connection comes with 300 SMS/month to any operator, 500 MMS/month, 100 MB/month internet, Amar tune subscription and news service subscription free for the first 3 months
- Enjoy connection with zero-line rent
- Up to 11% loyalty discount on usage
- 7 FNF numbers to any mobile operator: 60 paisa/min to Banglalink FNF numbers and 84 paisa/min to other operators' FNF numbers
- All FNF and cug rates have 10 second pulse
- Only 42 paisa/minute on 2 supplementary numbers
- Only 45 paisa/minute for 24 hours within the same professional group
- Attractive call rates for 24 hours

Pro-paid: Pro-paid offers consist of packages names Pro-paid 333 and Pro-paid 222, where both the packages are pretty similar but with Pro-paid 333 having more attractions. Designed for the new generation professionals, Banglalink Pro-paid provides the best value in voice and internet bundle, exciting partnership offers and flat PAYG rate which makes life convenient. Pro-paid 333 consists of:

- **Daily Data Delight:** Get free internet with Pro-paid bundles (data delight bonus)! Get 205MB/day data delight (6GB in 30 days) with tk. 333 bundle
- **Career Partnership:** 20% discount on BDjobs training.
- **Lifestyle Partnership:** 10% discount on daraz.com
- **Door Step Delivery:** Door-step service
- **Music Solution:** Listen to music on the go with first 30-day subscription free with BL Vibe
- **Flat PAYG Rate:** Talk and browse Worry-free with the flat pay-as-you-go-rate.

Along with a vast choice of products Banglalink offers various services which include international roaming, 3G and 4G internet and different forms of digital services.

3G: Banglalink is continuously investing and expanding its infrastructure to ensure high quality voice services, internet and other services for its customers, with their nationwide fiber optic network and the fastest 3g service. 3g is the third generation of mobile telecommunications technology and Banglalink's fastest 3g service will allow customers to surf the internet with the superior HSPA network at the fastest speed even on the move. Banglalink 3g brings to life the experience of mobile broadband on our 3g phone/device, enjoy high quality video streaming, fast download, enhanced video calling, high-speed internet and more innovative 3g services with Banglalink's 3g and make life smooth, exciting and efficient.

4G: Banglalink along with the top telecom operators of the country launched 4g in February of this year. With the moto 'Feels like New' the company hopes to provide the best service for their customers. With 4g network the customers will get better internet service with HD video streaming, Facebook live, video call, file download & upload being smoother than before. Banglalink launched 4G in Dhaka, Chittagong, Khulna, and Sylhet.

Digital services: Banglalink offers many kinds of digital services. Among all these the most popular are Banglalink local radio, Banglalink Megamind, call block and music station. Apart from the popular ones they also offer many kinds of services under fun and entertainment, lifestyle, sports, devotional, health and education, messaging and utility, news and info and mobile finance.

Apart from these services Banglalink has their own online Banglalink store with key features being:

- Download HD quality content
- Largest content repository in the country
- Graphically designed to be user friendly for people with low literacy rates

- Interface and content auto fit with handset types
- Read latest local and international news

Health Services: In the year 2008, Banglalink launched ‘Health link Service’ Currently there are 1,30,000 customers who are getting this service every day. Around 6,500 calls are received on average of which 30% callers are repeat customers.

1.6 Operation Details

Banglalink Digital Communications Ltd. is providing network services to their users along with customer care as well. Banglalink tries to solve their customer’s queries, problems or any kind SIM related problems, through their customer care centers. First Banglalink’s main focus was to only provide services to their customers but now they are focusing on selling as well. Banglalink recently changed their customer care points to customer sales and care centers where they try to sell mobile handsets and accessories. These outlets are called Monobrand.

How they operate the service:

- First a customer enters into the Monobrand for getting help from the customer care people.
- Then he/she will see a Meter & Greeter machine and an employee who will ask him/her about his/her needs. Then he/she will receive a token from the machine.
- After getting the token a customer needs to wait for few minutes for his/her call. He/she can look for some handsets which are in the display while waiting to get called.
- After 1 or 2 minute that customer will be called to the help desk and there he/she can tell his/her problems. Mainly most of the people go to the Monobrand for SIM replacement.
- If a customer goes for SIM card replacement, then the customer care employee asks the customer to fill up a form and to provide his/her fingerprint for verification.

- After completing these steps, the employee enters all the data to the module to check if the SIM card is verified or not. If it's verified, then they replace the SIM and provide the service that the customer came for.
- After receiving the service, the customer leaves the customer sales & care center.

1.7 Philanthropic Activities/ CSR

Banglalink adhere the Corporate Responsibility (CR) strategy of their parent company VimpelCom. The strategy is designed to address the most important (material) issues that they face - the ones which are most relevant to their business success and considered most important by the stakeholders. Banglalink remains committed in playing its role as a responsible corporate citizen to contribute in making a difference in the socio-economic development of Bangladesh. The company undertakes many projects each year for the welfare of community and preservation of the environment. These initiatives consolidated Banglalink's reputation as forerunner in the corporate social activity.

International Coastal Cleanup Day: Banglalink observed the “International Coastal Cleanup Day” on Saturday 19th of September 2015 at Cox's Bazar beach. Many volunteers participated at the event. This is probably one of the biggest voluntary events in Bangladesh where hundreds of young people join hands together to clean the beach, the environment. Attended at the event were many school children. The event was inaugurated by Soumen Mitra, Regional Director of Banglalink.

Blanket Donation at Orphanages: Banglalink has been taking the initiative to distribute blankets among the orphan children of many orphanages around the country since 2009. Last year Banglalink distributed 5,000 blankets among the destitute children of 101 orphanages across

the country. The districts covered were- Dhaka, Chattogram, Khulna, Rajshahi, Rangpur, Barisal, Narayanganj, Mymensingh, and Tangail.

Special arrangements for hajj pilgrims at the hajj camp: Banglalink has been taking several initiatives to provide free services to hajj pilgrims since 2009 at hajj camp; the gathering place to depart for hajj. This includes arranging air-conditioned buses for pilgrims, water distribution zones, phone counters for making free phone calls, free charging units etc. Moreover, to further aid the pilgrims, Banglalink provided them with trolleys, signage, information through service & a hajj guide booklet to facilitate quick and easy understanding of the hajj rituals.

Ict support for underprivileged children with computer labs: To eliminate illiteracy and to enlighten the students of our society, Banglalink has successfully set up computer labs in 270 underprivileged schools at different parts of the country in 2011. The computer labs are equipped with pc, laptop, internet modem, multimedia projector, speakers and microphone. Students can access a lot of activities at these labs. These establishments are transforming lives of students across the country. This initiative is serving the mission of “making a difference” and also aiding the government in realizing the dream of “Digital Bangladesh”. (Banglalink annual report, 2015).

Research of the Report



2.0 Introduction

2.1 Rationale of the study

The report is prepared to show how IVR is used to measure customer's engagement and involvement towards the operator. In this report, I have addressed how IVR is conducted by Excel every day and how by comparing it with previous data, the involvement of customers is measured. While working for the report, I got the chance to use my knowledge about Excel practically. Moreover, I could be able to analyze the report with my analytical knowledge as well.

This report can be helpful in learning more about customer's engagement for the operator which leads to give a clear picture about how efficient the Banglalink consumers are while purchasing offers, buying mobile data, and checking information by their own. Also this reports shows the total number of attempts by customers using IVR. This report also identifies the regular process of Banglalink regarding how the management team manages their IVR system with the help of IT department. Moreover, this report helps to keep the track of call center services of Banglalink Digital Communication. Further, by using IVR report, it is identified if the purpose of IVR report is served or not. In addition to it, this report also helps to know, if the customer's engagement towards Banglalink network is favorable or not.

2.2 Statement of the problems

This report is about conducting IVR report on daily basis to measure customers' engagement toward Banglalink. Here it will be addressing about why IVR report is one of the important elements to find involvement of customers. Also, the factors of IVR that makes it easier to find customers involvement and experience will be discussed in this report. After that, doing all the analysis, it will be concluded whether the IVR is helping the customers well enough that it serves all the purpose of customers being satisfied and getting more engaged with this network or if there is any scope of improvement in the IVR system.

2.3 Research Question

- How IVR Report helps to measure customer's involvement?
- Is there any scope of improving it after analyzing the IVR report?

2.4 Scope and delimitation of the study

I have worked with the strategic team of Customer Care Department. My work was divided by two teams under this department. One is CCD MIS team and another is CCD investigation and resolution team. In order to make IVR report, I was given access to Banglalink's personal website named Tiger's web and OA Data report. Almost all the information is given there in the OA Report to make an IVR report. Also, I was given a template file of excel sheet where all the formula is I used to make the IVR report.

However, some of the information that is needed for making an IVR report such as LMS file location and its counts are forbidden to share with me. Also, there were some other limitations to access some sort of confidential data. Therefore, this report does not include any other kind of data expect for customer's usage of IVR.

2.5 Objectives of the report

The main objective of this report is to find how IVR Report is conducted and how it leaves an impact on the overall journey of a customer while using Banglalink's network. By finding the level of involvement of customer's, Banglalink decides the further plan regarding customers benefit. For instance, IVR is a self-service process. Therefore, this report is done to identify and how much the customers are tending to take service by their own using IVR. Moreover, before launching any new project such as My Banglalink App, social media platform or any such thing, IVR report is considered.

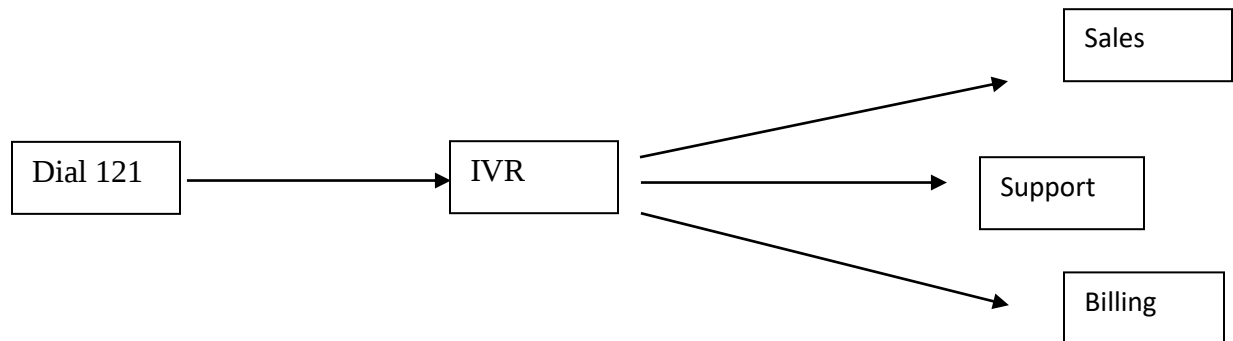
Along with these, IVR report helps to establish a brief idea of how much time a customer spends with Banglalink through IVR. That is why, this report will help to find the customers engagement and their loyalty towards this operator.

3.0 Review of related literature

This report is going to be described based on IVR and how IVR report is conducted. IVR stands for Interactive Voice Response which is an automated telephony system that allows a human like interaction to self-serve and resolve problems. IVR enables to have an interaction with a customer, gather information and helps to route calls to proper recipients. In other words, IVR is a series of menus that is provided by an organization to its customers so that they can dial to a toll-free number and collect their desired information. Also, IVR helps the organization to collect information about its customers' needs and assist them to have a direct call to the appropriate agent.

IVR is the initial chance of a company to make a good relation to their customers. Every organization has their own helps service system opened for their customers. As a telecom company, Banglalink's IVR number is 121. If Banglalink user dials 121, then an automated voice will be heard. There will be different set of menus such as checking balance, buying internet, making and knowing FnF numbers and so on. Customers interaction and usage of IVR is one of the great sources to know how much a customer is getting engaged with the operator.

The following diagram will help to understand how IVR works:



Moreover, by utilizing information about customers' activities across channels, devices and sessions, a brand can get a 360-degree view of customer's journey, and can turn IVR into a digital engine for improving customer engagement while improving self-service rates up to 25 percent and significantly reducing customer effort (Mitchell, 2014). According to Tolentino (2015), use of voice can also save time and enhance customer experience when there is a known widespread issue with a service. In this instance, an automated voice message can also be played to address the customers facing the common issue.

3.0 Methodology of the Study

3.1 Primary Data:

This report is prepared based on the information extracted from different sources. These sources include Banglalink's private website named OA Report Data where only limited users are allowed to access. Therefore, all the information that I collected are mostly from secondary sources.

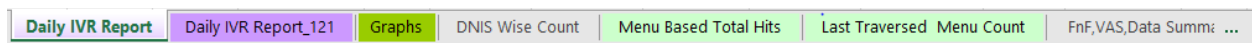
For that information which are not found in the website, I had to collect those from the team leaders by talking to them. Most of this information was qualitative information about IVR report.

3.2 Secondary Data:

All the secondary data that I used to collect from different websites were allocated by the information technology team of Banglalink Digital Communication. Therefore, if I faced any disruption while collecting data, I had to go to IT expert to solve the problem.

There are various sheets in the excel sheet where I had to put all the information that I collected from my primary and secondary data collection. For each sheet, I had to collect information from different sources.

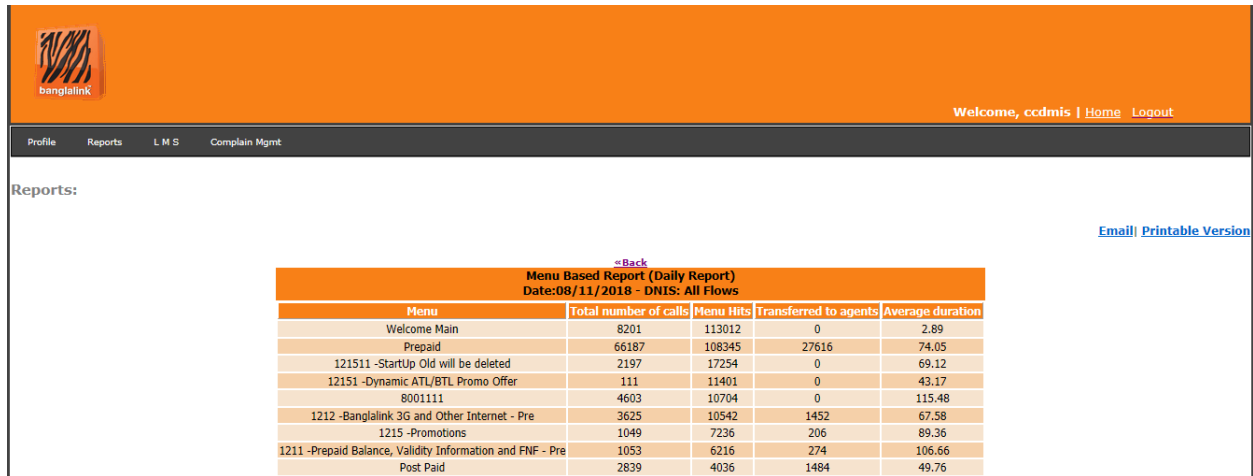
The names of the various excel sheets are given below:



For Daily IVR Report, Daily IVR Report_121, DNIS Wise Count, data were collected from the following website:



Apart from it, to collect information about Menu Based Total Hits and Last Traversed Menu Count, data were collected from ccdmis website.



banglalink

Welcome, ccdmis | [Home](#) [Logout](#)

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Menu	Total number of calls	Menu Hits	Transferred to agents	Average duration
Welcome Main	8201	113012	0	2.89
Prepaid	66187	108345	27616	74.05
121511 -StartUp Old will be deleted	2197	17254	0	69.12
12151 -Dynamic ATL/BTL Promo Offer	111	11401	0	43.17
8001111	4603	10704	0	115.48
1212 -Banglalink 3G and Other Internet - Pre	3625	10542	1452	67.58
1215 -Promotions	1049	7236	206	89.36
1211 -Prepaid Balance, Validity Information and FNF - Pre	1053	6216	274	106.66
Post Paid	2839	4036	1484	49.76

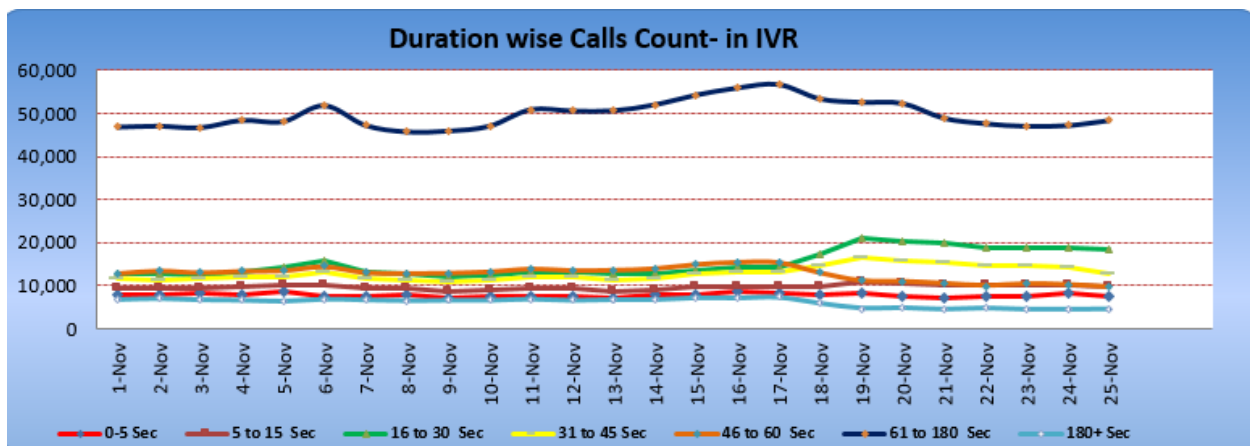
After collecting all the information from those websites, important data were put on a template excel file where all the formulas were given to complete the IVR report. The formula includes general sum, average, VLOOKUP etc.

4.0 Analysis and Interpretation of Data

After I gathered all the information for preparing IVR report, all the data were put on the excel file. For instance, I had to copy paste the values from OA Data Report and place it to daily IVR Report sheet. Although, I will be analyzing the data of November, due to the overflow of whole months' data, the tables are given as weekly basis and the graphs are showed in monthly basis. here is the table of November's first week data.

Date	Total unique Callers	Total Calls	Total Calls (121)	Total Calls at Promo IVR	Duration wise Calls Count- in IVR							
					0-5 Sec	5 to 15 Sec	16 to 30 Sec	31 to 45 Sec	46 to 60 Sec	61 to 180 Sec	180+ Sec	Avg. Duration
1-Nov-18	57,726	108,412	106,533	13,105	8,021	9,494	12,853	11,523	12,800	46,863	6,858	76
2-Nov-18	59,334	109,049	107,144	13,333	7,984	9,277	12,728	11,439	13,432	47,089	7,100	77
3-Nov-18	59,074	108,437	106,540	12,827	8,444	9,404	12,487	11,613	12,976	46,738	6,775	75
4-Nov-18	60,067	111,401	109,584	13,231	7,926	9,704	13,269	12,023	13,368	48,426	6,685	76
5-Nov-18	59,941	112,683	110,849	14,901	8,524	10,036	14,167	11,936	13,482	48,114	6,424	74
6-Nov-18	60,776	119,673	117,503	13,038	7,496	10,126	15,822	13,002	14,482	51,804	6,941	77
7-Nov-18	58,209	108,835	106,913	12,308	7,629	9,484	13,029	11,657	13,013	47,266	6,757	76

From the table, I could identify the total number of IVR calls that took place in last seven days. After that the duration of call counts were also measured. These are the call record that was given by Banglalink's product sales. The duration of a call can show that how much a customer is interested to buy or listen to what the offers are for. Further, how many of them actually bought those offers showed customer's engagement for the operator. Here is the graphical presentation of the duration of call count in IVR in the month of November.



To know the menu based total hits, information was gathered from ccdmis website. After that the data were located on a file named "Menu Based Data" and then make a VLOOKUP to get the overall information.

VLOOKUP X ✓ fx =IFERROR(VLOOKUP(B5,'D:\IVR\[Menu Based Data.xlsx]08!A\$3:C\$430,3,0),0)

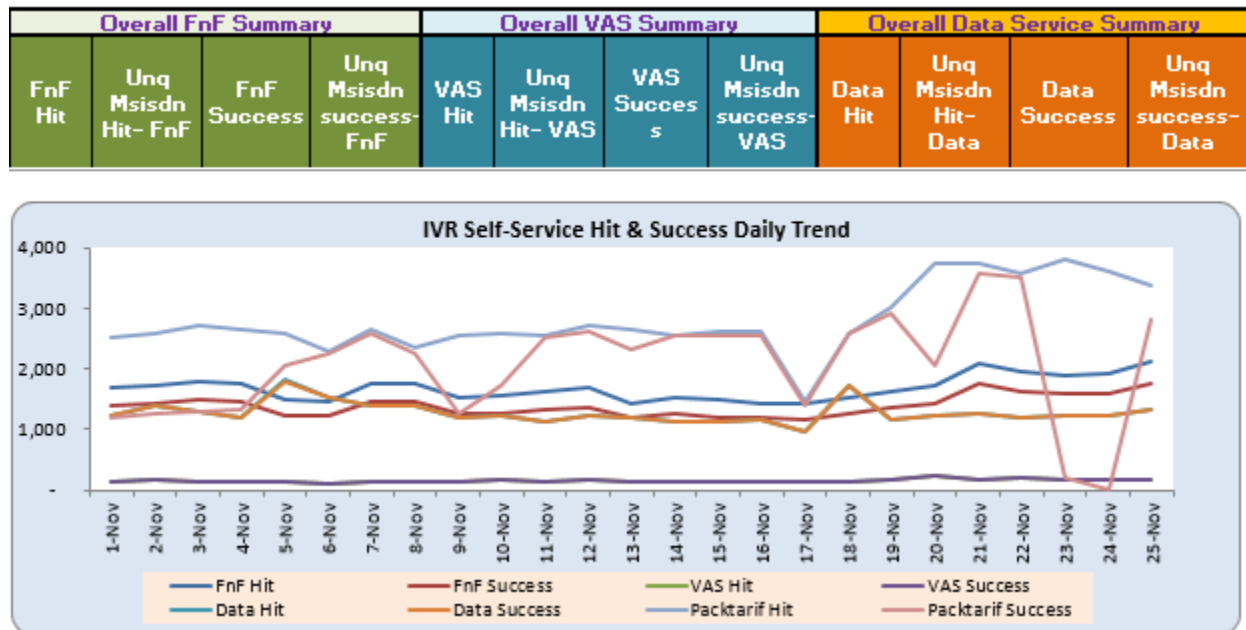
Menu	1-Nov-18	2-Nov-18	3-Nov-18	4-Nov-18	5-Nov-18	6-Nov-18	7-Nov-18
Prepaid	102,507	116,580	104,140	100,870	99,987	102,847	109,190
12151 -Dynamic ATL/BTL Promo Offer	11,232	12,610	11,568	11,464	11,757	11,571	11,853
1212 -Banglalink 3G and Other Internet - Pre	10,266	11,787	11,160	10,131	10,824	10,442	10,921
1215 -Promotions	7,151	7,751	6,945	7,120	7,440	7,222	7,592
Package Information - Pre	2,628	3,074	2,719	2,914	3,032	2,958	3,120
Value Added Services - Pre	3,173	3,626	3,548	3,360	3,415	3,471	3,769
Mini Internet Pack - Pre	3,833	3,866	3,680	3,486	3,736	3,639	3,785
Post Paid	5,582	3,316	4,119	4,027	3,821	3,785	3,540
121541 -Recharge Bundle offer	-	-	-	-	-	-	-
Weekly internet pack - Pre	2,794	2,977	3,278	2,890	2,917	3,063	2,890
1217 -Mobile Financial Services - Pre	2,165	2,399	2,322	2,152	2,151	2,224	2,332
121537 -TOR 1447 42p on Tk.22	-	-	-	-	-	-	-
12152 -BL Play & play Zone	1,091	1,178	1,051	1,166	1,139	1,081	1,144
12154 -Bundle offer	1,128	1,156	1,073	993	1,099	1,115	1,128

Here we can identify that how many time a customer used IVR to select menu based data and purchased various offers. According to the number of most hit menu, Banglalink gets to know which offer the customers are purchasing more.

The most important element to measure customer's involvement in this operator is the LMS count. LMS stands for Loyalty Management Service. The LMS count shows how many customers were mostly active with Banglalink network without any error. Thus it is easily measured how much the customers are engaging.

Voucher Recharge Hit	Unq Msisdn Voucher Recharge Hit	Voucher Recharge Success	Unq Msisdn Success Voucher Recharge	Unq Activate All VAS Hit	Unq Msisdn Activate All VAS Hit Success	Unq Promo Offer Hit	Unq Msisdn Promo Offer Hit Success	Unq Bundle Hit	Unq Msisdn Bundle Hit Success	Total Loyalty Redemption
39	25	9	5	1	1	213	213	979	73	114
62	31	10	4	-	-	249	249	1,100	97	146
48	23	6	4	-	-	239	239	1,058	71	119
38	25	7	6	-	-	214	214	977	55	99
47	29	9	7	-	-	227	227	1,096	71	104
31	19	5	2	-	-	242	242	1,029	71	119
45	31	5	7	-	-	243	243	1,038	71	91
average										114

Here is another graphical presentation of customer's self-service success of using IVR :



In the graph it is showed the trends of FnF hits, FnF success, VAS hit, VAS success, Data Hit, Data Success, Packtarif hit and success. The less success rate of FnF or Vas happens due to network time out of IVR. It shows that, there is a scope of improving IVR network system so that the customers cannot fail to make a success.

5.0 Finding of Study

There are several findings and observations from the assigned tasks during my internship program and they are as follows:

- The call duration of 61 to 180 seconds is the highest based on the respondents. Although it was in an increasing rate at the beginning of the month of November, however it is currently in the decreasing rate. That means customers engagement is reducing.
- The average LMS count in the month of November is 114. These 114 customers were able to use IVR on a regular basis. However, the LMS count number keeps fluctuating which is not a good indicator. The LMS count number should have to be consistent in order to have a satisfactory situation.
- Observing the whole months IVR report, it can be said that the customers' involvement is decreasing which is not a favorable situation for Banglalink's network.

6.0 Recommendation

After analyzing the report and getting the findings, here are some of the recommendations which I believe will make a difference to improve customer's involvement towards Banglalink's network.

- Proper maintenance of OA Data Report:
OA Data Report is the main source of making IVR report. however, at times, OA Data Report does not give data due to improper maintenance such as removal of emails of CCD team, data loss and so on. This causes wrong information allocation in the IVR report. This is why, OA Data Report should be under maintenance every week.
- Having a daily server backup:
Server backup is very essential to make IVR Report. If there is any problem in the server, data collection process gets hampered. Therefore, it becomes difficult to collect data from the required location.
- Providing qualitative information:
IVR report is all about quantitative data such as numbers and graphs. This is why it is quite difficult to make a conclusion with quantitative information. If there were more qualitative data and a bit less quantitative data, it would have been easier to make a decision of how many the customers are engaged with Banglalink's network.

7.0 Conclusion

It is obvious that IVR report is the most significant way of getting to know customer's engagement towards the operator. Over the past few years, IVR system of Banglalink helped to measure customer's involvement. However, the technology is improving in every passing day that is why Banglalink should also be taking initiative to make their IVR system more effective. The usage of self-service IVR is an indicator of how much the customers of Banglalink are willing to solve their own problem. Although, Banglalink can successfully run their new app named "My Banglalink" app. However, it has been proven previously that customers are willing to use IVR more often than the digital app. Also, the customers of rural area who are less educated prefer to use IVR more. This is why Banglalink can keep their efforts alive to make their IVR better and serve more customers. Finally, I can say, Banglalink has a long way to go for that is why they need to stabilize its IVR system to have a higher number of customer's involvement.

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